



Billing Code: 5001-06

DEPARTMENT OF DEFENSE

Office of the Secretary

[Docket ID: DOD-2011-OS-0147]

Privacy Act of 1974; System of Records

**AGENCY:** Office of the Secretary, DoD.

**ACTION:** Notice to Amend a System of Records.

**SUMMARY:** The Office of the Secretary of Defense is proposing to amend a system of records notice in its existing inventory of records systems subject to the Privacy Act of 1974 (5 U.S.C. 552a), as amended.

**DATES:** The changes will be effective on **[INSERT DATE 30 DAYS AFTER PUBLICATION IN THE FEDERAL REGISTER]** unless comments are received that would result in a contrary determination.

**ADDRESSES:** You may submit comments, identified by docket number and title, by any of the following methods:

\* Federal Rulemaking Portal: <http://www.regulations.gov>.  
Follow the instructions for submitting comments.

\* Mail: Federal Docket Management System Office, 4800 Mark Center Drive, East Tower, 2nd floor, Suite 02G09, Alexandria, VA 22350-3100.

Instructions: All submissions received must include the agency name and docket number for this Federal Register document. The

general policy for comments and other submissions from members of the public is to make these submissions available for public viewing on the Internet at <http://www.regulations.gov> as they are received without change, including any personal identifiers or contact information.

**FOR FURTHER INFORMATION CONTACT:** Ms. Cindy Allard, Chief, OSD/JS Privacy Office, Freedom of Information Directorate, Washington Headquarters Services, 1155 Defense Pentagon, Washington D.C. 20301-1155, or by phone at (571) 372-0461.

**SUPPLEMENTARY INFORMATION:** The Office of the Secretary of Defense notices for systems of records subject to the Privacy Act of 1974, (5 U.S.C. 552a), as amended, have been published in the Federal Register and are available from the address in **FOR FURTHER INFORMATION CONTACT.**

The specific changes to the records systems being amended are set forth below followed by the notices, as amended, published in their entirety. The proposed amendments are not within the purview of subsection (r) of the Privacy Act of 1974 (5 U.S.C. 552a), as amended, which requires the submission of a new or altered system report.

Dated: December 19, 2011.

Aaron Siegel,

Alternate OSD Federal Register Liaison Officer, Department of Defense.

DHRA 04

System name:

Joint Advertising, Market Research & Studies Recruiting Database  
(January 9, 2007, 72 FR 952).

Changes:

\* \* \* \* \*

System location:

Delete entry and replace with "Epsilon Marketing Technology,  
Inc., 601 Edgewater Drive, Wakefield, MA 01880-6235."

\* \* \* \* \*

After Categories of individuals covered by the system insert the following:

Opt-Out information: Individuals, who are 15½ years old or older, or parents or legal guardians acting on behalf of individuals who are between the ages of 15½ and 18 years old, seeking to have their name or the name of their child or ward,

as well as other identifying data, removed from this system of records (or removed in the future when such information is obtained), should address written Opt-Out requests to Joint Advertising, Marketing Research & Studies (JAMRS), ATTN: Opt-Out, Suite 06J25, 4800 Mark Center Drive, Alexandria, VA 22350-4000. Such requests must contain the full name, date of birth, and current address of the individual.

Opt-Out requests will be honored for ten years. However, because opt-out screening is based, in part, on the current address of the individual, any change in address will require the submission of a new opt-out request with the new address.

\* \* \* \* \*

System manager(s) and address:

Delete entry and replace with "Program Manager, Joint Advertising, Market Research & Studies (JAMRS), Suite 06J25, 4800 Mark Center Drive, Alexandria, VA 22350-4000."

Notification procedure:

Delete entry and replace with "Individuals seeking to determine whether information about themselves is contained in this system should address written inquiries to the Joint Advertising,

Market Research & Studies (JAMRS), Direct Marketing Program  
Officer, Suite 06J25, 4800 Mark Center Drive, Alexandria, VA  
22350-4000.

Requests should contain the full name, date of birth, and  
current address of the individual."

Record access procedures:

Delete entry and replace with "Individuals seeking access to  
records about themselves contained in this system of records  
should address written inquiries to the Office of the Secretary  
of Defense/Joint Staff Freedom of Information Act Requester  
Service Center, 1155 Defense Pentagon, Washington DC 20301-1155.

Requests should contain the full name, date of birth, and  
current address of the individual as well as the name and number  
of this system of records notice and be signed."

\* \* \* \* \*

DHRA 04

System name:

Joint Advertising, Market Research & Studies Recruiting  
Database.

System location:

Epsilon Marketing Technology, Inc., 601 Edgewater Drive,  
Wakefield, MA 01880-6235.

Categories of individuals covered by the system:

Young adults aged 16 to 18; college students; Selective Service  
System registrants; individuals who have taken the Armed  
Services Vocational Aptitude Battery (ASVAB) test; individuals  
who have responded to various paid/non-paid advertising  
campaigns seeking enlistment information; current military  
personnel who are on Active Duty or in the Reserves and prior  
service individuals who still have remaining Military Service  
Obligation; individuals who are in the process of enlisting; and  
individuals who have asked to be removed from any future  
recruitment lists.

Opt-out information: Individuals, who are 15½ years old or older, or parents or legal guardians acting on behalf of individuals who are between the ages of 15½ and 18 years old, seeking to have their name or the name of their child or ward, as well as other identifying data, removed from this system of records (or removed in the future when such information is obtained), should address written Opt-Out requests to the Joint Advertising, Marketing Research & Studies (JAMRS), ATTN: Opt-Out, Suite 06J25, 4800 Mark Center Drive, Alexandria, VA 22350-4000. Such requests must contain the full name, date of birth, and current address of the individual.

Opt-Out requests will be honored for ten years. However, because opt-out screening is based, in part, on the current address of the individual, any change in address will require the submission of a new opt-out request with the new address.

Categories of records in the system:

All Records: full name, gender, address, city, state, zip code, source code. For young adults aged 16 to 18: date of birth, telephone number, high school name, graduation date, grade point average, education level, military interest, college intent, ethnicity, ASVAB test date, ASVAB Armed Forces Qualifying Test Category Score. For college students: telephone number, college

name, college location, college type, college competitive ranking, class year, ethnicity, field of study. For Selective Service System: date of birth, scrambled Social Security Number, Selective Service registration method. Individuals who have responded to various paid/ non-paid advertising campaigns seeking enlistment information: date of birth, telephone number, Service Code, last grade completed, e-mail address, contact immediately flag. For military personnel: date of birth, scrambled Social Security Number, ethnicity, education level, application date, military service and occupation information. For individuals who have asked to be removed from future recruitment list: date of birth, reason code.

Authority for maintenance of the system:

10 U.S.C. 503(a), Enlistments: recruiting campaigns; 10 U.S.C. 136, Under Secretary of Defense for Personnel and Readiness; 10 U.S.C. 3013 (Secretary of the Army); 10 U.S.C. 5013 (Secretary of the Navy); 10 U.S.C. 8013 (Secretary of the Air Force); and E.O.9397 (SSN), as amended.

Purpose(s) :

The purpose of the system of records maintained by the Joint Advertising, Market Research and Studies (JAMRS) is to compile,



process and distribute files of individuals to the Services to assist them in their direct marketing recruiting efforts. The system also provides JAMRS with the ability to measure effectiveness of list purchases through ongoing analysis and to remove the names of individuals who are currently members of, or are enlisting in, the Armed Forces or who have asked that their names be removed from future recruitment lists.

Routine uses of records maintained in the system, including categories of users and the purposes of such uses:

In addition to those disclosures generally permitted under 5 U.S.C. 552a(b) of the Privacy Act of 1974, these records may specifically be disclosed outside the DoD as a routine use pursuant to 5 U.S.C. 552a(b)(3) as follows:

The DoD 'Blanket Routine Uses' set forth at the beginning of Office of the Secretary of Defense (OSD) compilation of systems of records notices do not apply to this system except:

To any component of the Department of Justice for the purpose of representing the Department of Defense, or any officer, employee or member of the Department, in pending or potential litigation to which the record is pertinent.

To the General Services Administration and the National Archives and Records Administration for the purpose of records management inspections conducted under authority of 44 U.S.C. 2904 and 2906.

Policies and practices for storing, retrieving, accessing, retaining, and disposing of records in the system:

Storage:

Records are maintained on electronic storage media.

Retrievability:

Records may be retrieved by an individual's full name, address, and date of birth.

Safeguards:

Access to information in the database is highly restricted and limited to those that require the records in the performance of their official duties. The database utilizes a layered approach of overlapping controls, monitoring and authentication to ensure overall security of the data, network and system resources. Sophisticated physical security, perimeter security (firewall,

intrusion prevention), access control, authentication, encryption, data transfer, and monitoring solutions prevent unauthorized access from internal and external sources.

Retention and disposal:

Destroy three years from the date the information pertaining to the individual is first distributed to the Services or, where data are subsequently collected from a different data source, from the date that subsequent data are subsequently distributed to the Services. Records for individuals who have responded to various paid/nonpaid advertising campaigns seeking enlistment are kept, for analytical purposes, until they are no longer needed. Records for individuals who wish to be removed from future recruitment lists (opted-out) are retained for ten years.

System manager(s) and address:

Program Manager, Joint Advertising, Market Research & Studies (JAMRS), Suite 06J25, 4800 Mark Center Drive, Alexandria, VA 22350-4000.

Notification procedure:

Individuals seeking to determine whether information about themselves is contained in this system should address written inquiries to the Joint Advertising, Market Research & Studies

(JAMRS), Direct Marketing Program Officer, Suite 06J25, 4800 Mark Center Drive, Alexandria, VA 22350-4000.

Requests should contain the full name, date of birth, and current address of the individual.

#### Record access procedures:

Individuals seeking access to records about themselves contained in this system of records should address written inquiries to the Office of the Secretary of Defense/Joint Staff Freedom of Information Act Requester Service Center, 1155 Defense Pentagon, Washington DC 20301-1155.

Requests should contain the full name, date of birth, and current address of the individual as well as the name and number of this system of records notice and be signed.

#### Contesting record procedures:

The OSD rules for accessing records, for contesting contents and appealing initial agency determinations are contained in OSD Administrative Instruction 81; 32 CFR part 311; or may be obtained from the system manager.

Record source categories:

Individuals; state Department of Motor Vehicle offices; commercial information brokers/vendors; Selective Service System; Defense Manpower Data Center (DMDC); United States Military Entrance Processing Command for individuals who have taken the ASVAB test; and the Military services and Congressional offices for individuals who have asked to be removed from any future recruitment lists.

Exemptions claimed for the system:

None.

[FR Doc. 2011-32783 Filed 12/21/2011 at 8:45 am; Publication Date: 12/22/2011]